



Tobacco control
and prevention
successes in Ohio

**2006
ANNUAL REPORT
& FACT BOOK**

A Healthier State for All

W W W • O T P F • O R G

Preface

Welcome to the 2006 edition of the Ohio Tobacco Prevention Foundation (OTPF) annual report. OTPF was formally known as the Ohio Tobacco Use Prevention and Control Foundation. In July 2006, the Foundation began using the shortened version of its name for brevity.

This annual report will describe many other new changes and successes in tobacco control and prevention throughout the state. It is designed as a Fact Book to provide all Ohioans with information about tobacco control, education, prevention, and cessation programs currently in effect in Ohio. This Fact Book will be your reference to understanding the impact of the Foundation's tobacco control efforts, and how the various prevention and cessation services available to all Ohioans are succeeding in making the state a healthier, safer place to live—and breathe.

The Fact Book will highlight the Foundation's most recent accomplishments. Statistically, organizations such as ours require 10 years before any real results become evident. However, in less than five years, the Foundation has already realized much success by helping many Ohioans quit tobacco use, preventing many youth from starting smoking, implementing clean indoor air legislation in many of our cities, and reaching out to at-risk groups throughout the state. Today, every county in Ohio is benefiting from tobacco control and prevention services. And in 2006, the Foundation played an instrumental role in creating and distributing a Tobacco-Free Workplace Toolkit that will help many more employers across the state successfully create safe, healthy workplaces for their employees and customers.

Keep in mind, we have only just begun. With many of our programs now in their fourth year, we anticipate greater successes in the years to come. In the fall of 2006, the OTPF Board of Trustees adopted a clearly defined mission statement:

Reduce and prevent tobacco use by Ohioans.

For additional information about the Ohio Tobacco Prevention Foundation and our programs, please visit us online at www.OTPF.org.

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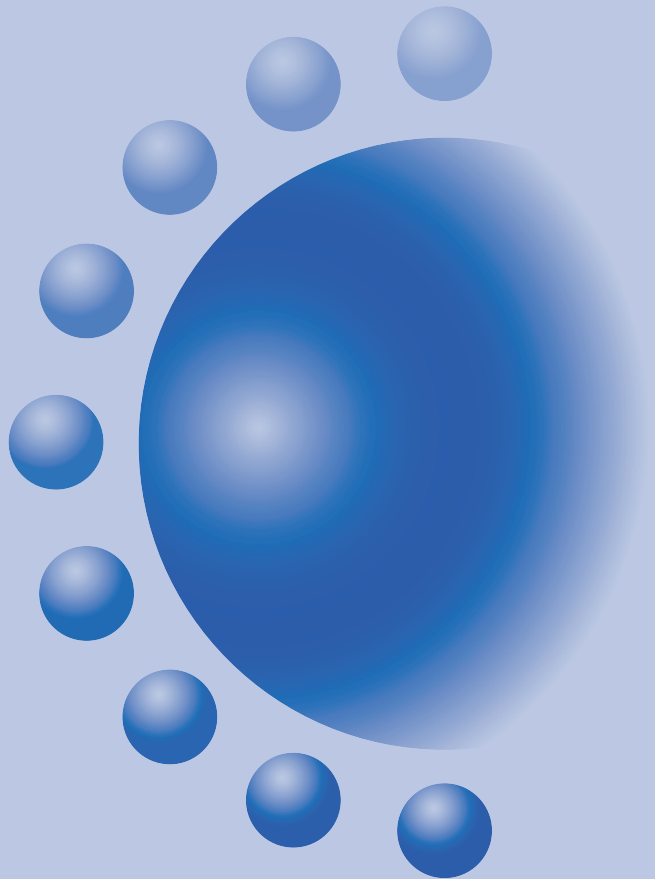
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SECTION 1

Executive Summary



Making Ohio a healthier state for all.

At the Ohio Tobacco Prevention Foundation, we're proud of the fact that in our five short years of existence, the state of tobacco control in Ohio has improved markedly. It's a fact that every year, the number of Ohioans who use tobacco decreases. More and more people are quitting. More and more youth are making the decision not to start using tobacco. And more and more communities, workplaces, and other public places throughout the state are protecting the health of all individuals by offering clean indoor air environments.

It is truly exciting to see the many healthy changes taking place in Ohio. This year, we have formatted our annual report as a Fact Book that presents the facts about our tobacco prevention and control successes in the major areas of the Foundation's programming.

You'll find all the details inside, but some of the highlights from 2006 include:

Community Grants:

- Nearly all 88 Ohio counties have local tobacco control programs in place.
- Nearly 100,000 Ohio adults, youth, and pregnant women have participated in prevention and cessation programming.

Special Focus Initiatives:

- OTPF currently partners with a number of state agencies to bring services to Ohioans with chronic disease, mental illness, and multiple addictions.
- Ohio's first ever tobacco policy legal resource center, the Tobacco Public Policy Center, is actively helping Ohioans understand and apply tobacco-related laws and regulations.

Counter Marketing:

- Through the **stand** DEBUNKIFY campaign, myths about the prevalence of tobacco use and its effects continue to be dispelled.
- Surveys showed that Ohio youth with an awareness of **stand** or who identified with the **stand** brand were less likely to start smoking over the next two years than youth who did not have that awareness.
- For its many successes and efforts, **stand** was awarded the top honor nationally during the Campaign for Tobacco Free Kids' Youth Advocate of the Year Awards.

Cessation:

- The Ohio Tobacco Quit Line and our groundbreaking Nicotine Replacement Therapy Program are receiving more calls than ever and achieving record six-month quit rates of almost 43%.
- New hospital-based Cessation Centers will help make tobacco cessation and treatment commonplace in Ohio's major healthcare systems starting in 2007.
- More than 20 Foundation grantees are working with health groups and employers to provide cessation services to Ohioans throughout the state.

As you can see by these 2006 highlights and the details you'll read inside, each year the Foundation's programming is finding more effective and creative ways to reach out to Ohioans. We are becoming increasingly more adept at providing the information and services necessary to reduce the negative impacts of tobacco on our state.

In the fall of 2006, the OTPF Board of Trustees met to clearly define the mission, vision, and values of OTPF with the resulting statements:

MISSION: Reduce and prevent tobacco use by Ohioans.

VISION: To be the most effective tobacco control agency in the U.S. while creating a tobacco-free Ohio.

VALUES: At the Ohio Tobacco Prevention Foundation, we are a caring institution that values:

- Compassion for people affected by tobacco use
- Ethical standards
- Healthy life
- Excellence
- Stewardship
- Innovation and creativity

We're saving money for the state, our businesses, and our citizens.

More importantly, we're saving lives.

We look forward to your support as we continue our efforts to make Ohio one of the nation's healthiest states.

Sincerely,



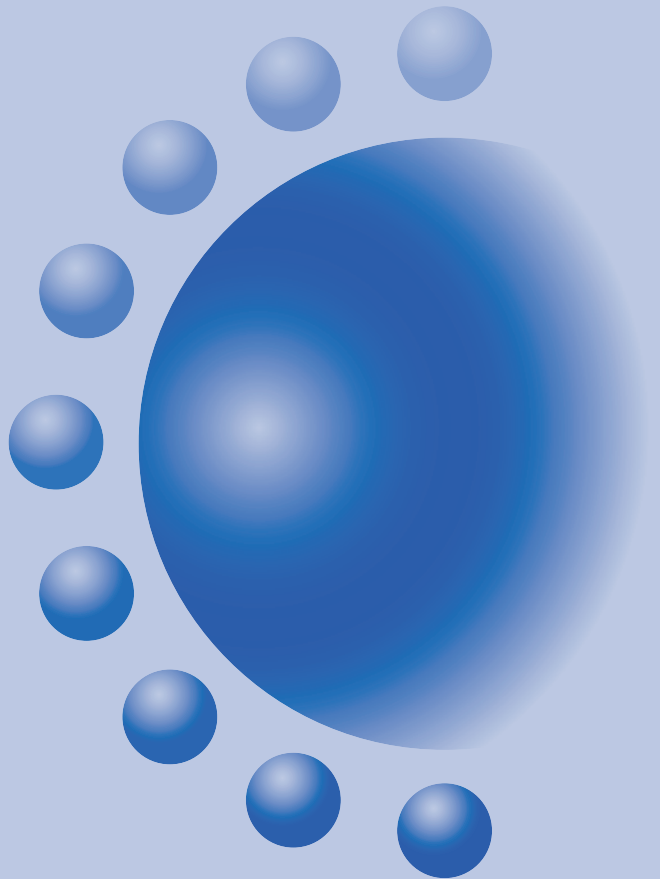
David Rummel, D.D.S.
Chairman of the Board



Mike J. Renner
Executive Director

SECTION 2

An Introduction to
Tobacco Control in Ohio



Ohio Tobacco Prevention Foundation: Preventing and controlling the use of tobacco in Ohio.

The Ohio Tobacco Prevention Foundation (OTPF), formally known as the Ohio Tobacco Use Prevention and Control Foundation, has been staffed since 2002 and is charged with reducing tobacco use among Ohioans, with an emphasis on youth, minority and regional populations, pregnant women, and others who may be disproportionately affected by the use of tobacco.

Other key issues addressed by OTPF include clean indoor air and reducing exposure to secondhand smoke in Ohio workplaces and public places, creating tobacco-free schools and workplaces for all Ohioans, educating pregnant women on the dangers of tobacco use and providing them with the services they need to quit, and controlling and preventing the use of smokeless tobacco products.

Our programming is based on the U.S. Centers for Disease Control and Prevention (CDC) Best Practices and modeled after the nation's most successful tobacco control initiatives. Programs include the distribution of community grants funding a variety of initiatives across the state; the implementation of **stand**, Ohio's tobacco use counter marketing campaign; and cessation services such as the Ohio Tobacco Quit Line (1-800-QUIT-NOW). Our funding allocations adhere to the CDC's recommendations, but the total budget remains below the CDC recommended minimum level of total spending in Ohio.

OTPF's Goals

Reduce adult tobacco use

Prevent youth from using tobacco

Reduce the use of tobacco by minority and regional populations, and others who may be disproportionately affected by the use of tobacco

Reduce youth tobacco use

Reduce smokeless tobacco use among youth and adults

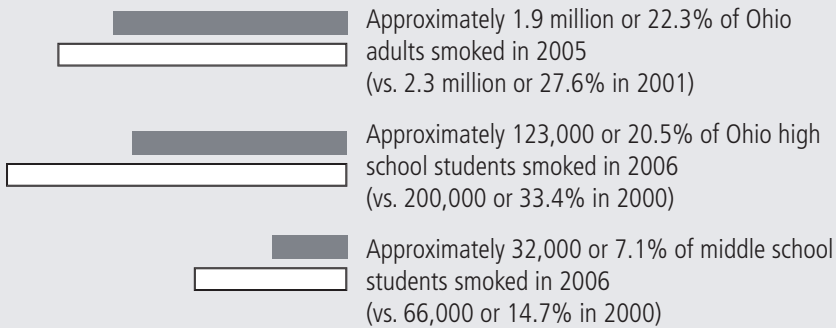
Reduce tobacco use by pregnant women

Reduce exposure to environmental (secondhand) tobacco smoke

Tobacco use in Ohio today.

Ohio ranks in the top 20 among all states in the nation for percentage of adult smokers. Tax data indicates the number of cigarette packs sold in Ohio was approximately 980 million in 2003 and 967 million in 2005. Other Ohioans are addicted to smokeless tobacco products including chew, spit, and dip. Even Ohioans who do not choose to use tobacco are affected by the products—in 32% of Ohio households, children are exposed to tobacco smoke. The good news is, tobacco use rates are declining in Ohio.

2006 Ohio tobacco use rates



The high cost of tobacco in Ohio.

The cost of tobacco use in our state is high in terms of both lives lost and healthcare expenditures. Tobacco use remains the number one cause of preventable death in the United States, and, in Ohio, claims the lives of tens of thousands of Ohioans each year.

The Cost of Tobacco Use

Tobacco claims the lives of nearly 20,000 Ohioans each year.

More than 49,000 nonsmoking Americans die each year as a result of secondhand smoke.

Tobacco use costs the state about \$4 billion annually in healthcare expenditures.

Each Ohio household pays about \$602 per year in federal and state tax burdens related to tobacco use.

\$1.1 billion of state and federal Medicaid funds in Ohio are spent on smoking-related illnesses and diseases.

Ohio suffers \$4.14 billion in productivity losses annually due to deaths, absences, disability, and on-the-job performance declines caused by tobacco use.

OTPF is making a difference.

While tobacco costs Ohioans their lives and their money, the tobacco industry continues to spend billions of dollars on marketing expenditures each year. From 1998 to 2003, tobacco industry marketing increased nationwide by nearly 125%, and in 2003 it totaled at least \$15.38 billion (or more than \$42 million per day), according to Federal Trade Commission reports. It is estimated that the tobacco industry spent \$789 million marketing to Ohioans in 2003.

However, with the help of OTPF programming, tobacco statistics in Ohio are improving. Our educational, prevention, and cessation programs and services have impacted thousands of Ohio youth and adults. Many Ohio cities have passed clean indoor air ordinances, and many other municipalities are in the process of considering ordinances.

OTPF Successes

More than 7,400 adults were reached with cessation programming through the third year of OTPF community grants.

More than 82,000 youth were reached with prevention programming through the third year of OTPF community grants.

More than 8,000 pregnant women and new moms were reached with cessation programming through the third year of OTPF community grants.

These Ohio cities are now enjoying the benefits of clean indoor air ordinances: Columbus, Powell, Worthington, Bexley, Upper Arlington, Westerville, New Albany, Dublin, Bowling Green, Toledo, Centerville, Hilliard, Wauseon, Fairfield, Grandview Heights, Marble Cliff, Newark, Granville, and Heath.

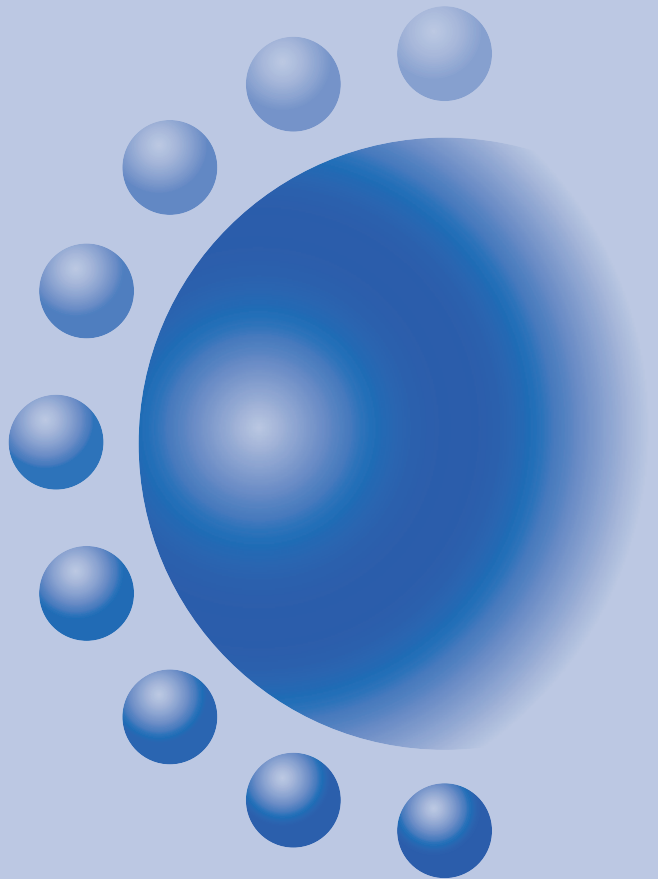
Approximately 82,000 Ohioans have called the Ohio Tobacco Quit Line (1-800-QUIT-NOW) since its 2003 introduction and those who use the counseling in combination with nicotine replacement therapy patches (NRT) are showing a 42.8% quit rate after six months.

The future of tobacco control in Ohio.

In 2007 and beyond, OTPF will continue to bring Ohioans the services they need to control, prevent, and quit tobacco use. Specifically, the Foundation will continue its efforts to change the cultural acceptance of tobacco in Ohio and work with other state agencies, hospitals, health plans, businesses, legislators, and others to ingrain tobacco control into existing institutions and systems.

SECTION 3

Grant and Special Focus
Initiative Successes



Community Grants

Tobacco control and prevention services across the state are stronger than ever.

"For meaningful change to occur in the way tobacco products are marketed, sold, and used, community involvement is essential. These community interventions influence societal organizations, systems, and networks to encourage individuals to stay or become tobacco-free."

National Association of County and City Health Officials "Programs and Funding Guidelines for Comprehensive Local Tobacco Control Programs" March 2001

What are Community Grants?

Community Grants are a series of OTPF grants awarded to help Ohio's communities with policy and systems change and to build tobacco control infrastructure at the local level.

Since its inception, community grants and special focus initiatives have been a vital part of OTPF's programming. As a result, we have involved individuals in nearly every Ohio county in the war against tobacco. Ohioans have had opportunities to get involved in tobacco control and prevention initiatives in their homes, at schools, and through their places of worship, entertainment venues, and other public organizations. And OTPF has created powerful partnerships with state agencies to further support a healthier state for all Ohioans.

Community Grant Goals

Address multiple OTPF goals

Use proven prevention, cessation, and/or secondhand smoke strategies, including the use of local coalitions

Establish and track measurable objectives and evaluate program performance based on a standardized set of indicators

Offer services to the entire community

Provide culturally competent services as appropriate

Monitor cost

Community grants have created tobacco control and prevention services in nearly every Ohio county.

OTPF has provided funding for 67 community grants over the past year. A study by the National Cancer Institute concluded that states with strong statewide tobacco control infrastructures, similar to what has been established through Ohio's community grants, have lower per capita rates of cigarette consumption than states without strong local programs.¹

Through Community Grants I and II, OTPF has brought local tobacco prevention and control programs to nearly all 88 Ohio counties. In addition to reaching Ohioans in general, many grants have reached out to high-risk populations and groups of Ohioans with special situations or needs. The High Risk Grants funded by OTPF have already helped address many critical tobacco issues in our state and have impacted thousands of Ohioans.

¹ Stillman, F.A., Hartman, A.M., Graubard, B.I., Gilpin, E.A., Murray, D.M., Gibson, J.T. Evaluation of the American Stop Smoking Intervention Study (ASSIST); A Report of Outcomes. Journal of the National Cancer Institute, 2003, November 1995 (22): 1681-91

All grants have been extended through the end of 2006. In addition, OTPF will award a new round of 12-month grants for calendar year 2007. The RFP for these grants will be made available to all existing grantees, and OTPF will award funding based on past accomplishments so that successful grantees can continue to make a positive impact on tobacco control, prevention, and cessation throughout Ohio.

For a complete list of community grants and the counties they serve, please see page 32.

Grant Successes

A total of 98,178 adults, youth, and pregnant women participated in programs made possible by Community Grants I and II and our High Risk Grants during the third year of these grants.

Youth Prevention

82,695 youth were reached with prevention programming:

Community Grants I reached 55,552 youth

Community Grants II reached 17,591 youth

High Risk Grants reached 9,552 youth

Adult Cessation

7,439 adults were reached with cessation programming:

Community Grants I reached 4,210 adults

Community Grants II reached 1,500 adults

High Risk Grants reached 1,729 adults

Pregnant Women

8,044 pregnant women and new moms were reached with cessation programming:

Community Grants I reached 5,068 women

Community Grants II reached 2,812 women

High Risk Grants reached 164 women

G R A N T E E S P O T L I G H T

Tobacco-Free African-American Project

Fiscal Agent: Urban Minority Alcoholism and Drug Abuse Outreach Program (UMADAOP) of Lucas County

Grant Amount: \$175,000 per year since 2003 and \$87,500 for 7/06-12/06

Date Awarded: June 2003

Overview:

The Tobacco-Free African-American Project works to reduce tobacco use in the African-American community of Lucas County by changing attitudes and norms through:

- Prevention and cessation services.
- Strong community collaborations to help create tobacco-free environments.
- Reduced youth access to tobacco.
- Decreased advertising and promotion.

Key Successes:

The project has been successful in reaching African-American adults and youth through a variety of programs, advertising efforts, and the creation of an advisory committee as evidenced below.

- Reached 501 students with evidence-based tobacco prevention program Towards No Tobacco in eight Toledo public elementary schools and in one Toledo public junior high school.
- Reached 129 adults with the evidence-based cessation program Pathways To Freedom Cessation Program, exceeding program goal.
- Created and piloted an innovative retreat-based cessation program.
- Reached 40 African-American youth with active **stand** team.
- Reached 1,200 individuals with tobacco-related messaging through a community health information fair.
- Organized a Student Training Education Program (STEP) with 31 youth participants.
- Implemented an extensive media campaign to bring anti-tobacco messages to the community. The campaign included media presentations, monthly radio ads, and advertising in community newspapers.
- Established an advisory committee with representatives from the medical field, churches, city government, housing authority, public school district, program participants, and neighborhood leaders.

G R A N T E E S P O T L I G H T

Tobacco-Free Coalition of Northern Appalachia

Fiscal Agent: Tuscarawas County Health Department

Grant Amount: \$290,000 per year 2002-2005 and \$338,333 for 2006

Date Awarded: October 2002

Overview:

The Tobacco-Free Coalition of Northern Appalachia aims to create healthier communities by reducing tobacco usage through:

- Adult cessation support services
- Free cessation medication or assistance

Key Successes:

The Tobacco-Free Coalition of Northern Appalachia began its cessation programming by offering services to patients in the Tuscarawas County Health Department's Health Clinic. Because of the value of the program, the services were rapidly expanded to include the general community. Today, many referrals come from community healthcare providers as well as the clinic's staff.

As long as patients and clients are actively participating in a recognized support program, they are offered free cessation medication. The cessation program's unique and highly successful approach offers patients their choice of three different support service formats:

- Freedom From Smoking® group support: Since August 2004, a new group has been offered at the beginning of every month, alternating times of day to suit all schedules.
- A Mayo Clinic-style series of individual help sessions.
- Referral to the Ohio Tobacco Quit Line, with follow-up by a Tobacco Cessation Specialist and a registered nurse.

During its third year, the program realized the following results:

- More than 1,000 students participated in youth prevention programs.
- Thirty-one restaurants participated in the Great American Smokeout with posters and literature regarding available cessation services (29 of the restaurants were already smoke-free, while two became smoke-free for a day).
- Nearly 400 adults participated in adult cessation programs.

It is important to note that while this program serves four Ohio counties, the total population of those counties is only around 158,000.

G R A N T E E S P O T L I G H T

SmokeLess Hamilton County Project

Fiscal Agent: Hamilton County General Health District

Grant Amount: \$385,000 per year

Date Awarded: July 2003

Overview:

The SmokeLess Hamilton County (SLHC) Project focuses on three goals:

- Youth prevention
- Adult cessation
- Reducing exposure to secondhand smoke

Key Successes:

SLHC has made significant progress in reaching each of its three goals through a variety of programs and initiatives.

Youth Prevention:

Over 1,900 students in 22 Hamilton County schools received LifeSkills or Word of Mouth prevention programming.

Adult Cessation:

221 adults participated in the Win by Quitting or Start SMART cessation programs.

Reducing Exposure to Secondhand Smoke:

SLHC supported smoke-free workplaces, hospitals, schools, and housing by:

- Participating in a steering committee to help hospitals adopt tobacco-free campus policies. As a result, 19 hospitals in the Greater Cincinnati area will make their campuses tobacco-free on January 1, 2007.
- Awarding five \$3,000 mini-grants to a diverse group of businesses to facilitate tobacco-free workplace campus policies. The businesses receive technical assistance from Hamilton County General Health District, and they are in various stages of adopting their policies.
- Providing technical assistance to local school districts that want to adopt 100% tobacco-free school campus policies.
- Working with the Greater Cincinnati/Northern Kentucky Apartment Association on a campaign to increase the availability of smoke-free apartments in Hamilton County.

Special Focus Initiatives

What are Special Focus Initiatives?

Special Focus Initiatives are programs funded by OTPF that include cessation components targeted toward specific at-risk population groups, such as chronic disease patients and those Ohioans with mental health and substance abuse challenges.

Through Special Focus Initiatives, OTPF has created powerful partnerships to support tobacco control and prevention.

OTPF launched its first Special Focus Initiatives in FY03 to bring first-time services to Ohioans that build on the tobacco control infrastructure established by the Foundation's community grants.

In FY05, a new round of Special Focus Initiatives helped OTPF create partnerships with state agencies to address the tobacco control and prevention needs of special populations, including Ohioans with chronic diseases, mental illness, or multiple addictions.

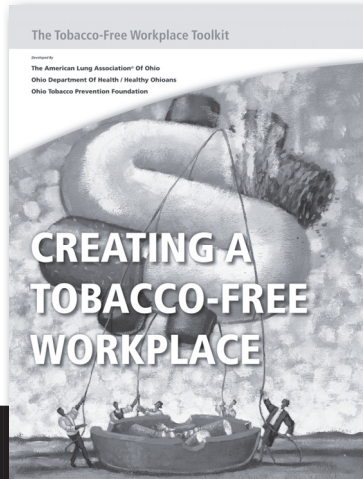
OTPF also awarded a grant to create Ohio's first and only tobacco policy legal resource center.

State Agency Partnerships

OHIO DEPARTMENT OF HEALTH (ODH)

OTPF is working with ODH to determine how best to deliver tobacco cessation services to Ohioans with chronic diseases. The Foundation awarded ODH a grant for \$250,000 in the fall of 2005. This project focuses on addressing tobacco-related disease disparities amongst minority populations.

In 2006, the OTPF also worked with ODH and the American Lung Association™ of Ohio to create the Tobacco-Free Workplace Toolkit, a comprehensive resource for helping Ohio employers go smoke-free. The Toolkit addresses all important tobacco-related issues for Ohio employers, including the cost of tobacco in the workplace, strategies for adopting policies, the importance of cessation services, and the legal issues concerning tobacco and secondhand smoke in the workplace.



For a copy of the Tobacco-Free Workplace Toolkit, contact us at 614.644.1114.

OHIO COMMISSION ON MINORITY HEALTH (OCMH)

The Foundation also partners with OCMH on the issue of tobacco control for individuals with chronic diseases. OCMH also received a \$250,000 grant, which has been extended in FY07. This project focuses on addressing tobacco-related disease disparities amongst minority populations. OCMH has awarded subgrants to minority community-based organizations in Ohio to institutionalize policies and procedures as part of the system-wide approach to decrease tobacco-related chronic diseases. Those grantees are as follows:

- Ohio Sickle Cell
- Rural Opportunities
- Community Health Partners
- North American Indian Cultural Center

A lupus support group, The Elyria Club of Negro Business and Professional Women, was also awarded a grant.

Through FY07, the project will offer an opportunity to assess the barriers to implementing tobacco intervention protocols and to determine the most effective culturally appropriate strategies.

OHIO DEPARTMENT OF ALCOHOL AND DRUG ADDICTION SERVICES (ODADAS) AND OHIO DEPARTMENT OF MENTAL HEALTH (ODMH)

OTPF has partnered with ODADAS and ODMH for a pilot project to find ways to deliver tobacco cessation services to Ohioans with other addictions and mental illnesses. The two-year study addresses the identification of evidence-based treatment practices for individuals with mental illness or alcohol/drug dependency, identification of strategies

to successfully integrate tobacco dependence treatment and policies into behavioral healthcare agencies in Ohio, and investigates system issues related to implementation in these other systems. Initial data shows the proportion of clients using tobacco dropped from 71% to 58% approximately seven months after the programs were initiated.

Tobacco Public Policy Center

In 2005, OTPF awarded \$1.2 million over four years to develop and implement Ohio's first and only tobacco policy resource center—The Tobacco Public Policy Center at Capital University Law School.

The Policy Center serves as a legal resource center for the Ohio tobacco control community, conducts policy research, and develops “best practice” information. In 2006, the Center focused on helping employers and employees, property owners and residents, public officials, advocates, policymakers, local governments, and legal counsel to understand and apply tobacco-related laws and regulations.

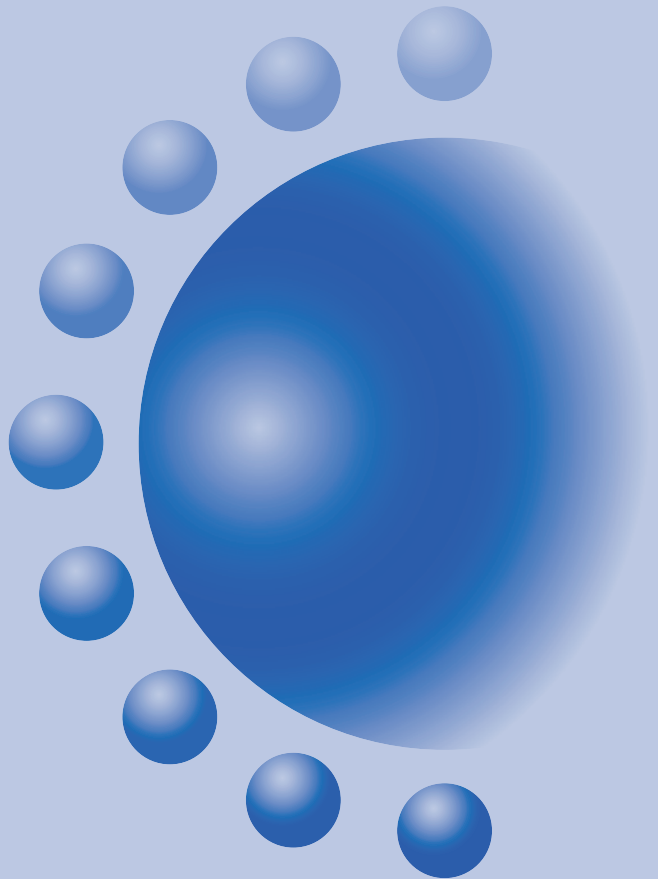
Ultimately, the Center will help to save lives through effective tobacco policy change that:

- Protects the public from exposure to secondhand smoke.
- Reduces smoking and tobacco use by all population groups, including pregnant women.
- Prevents the initiation of tobacco use by youth.
- Eliminates disparities caused by the tobacco industry's practice of targeting specific groups via advertising.

For additional information about the Tobacco Public Policy Center, visit the Center online at www.law.capital.edu/tobacco/, call 614.236.7315, or email tobacco@law.capital.edu.

SECTION 4

Counter Marketing
Successes



Counter marketing is encouraging more and more Ohio youth to take a stand against tobacco.

Two independent studies by RTI International confirmed that youth who are both aware of **stand** and have been exposed to in-school tobacco prevention education are less likely to smoke.

- 15- to 17-year-olds who are aware of the **stand** campaign are 75% less likely to try smoking.
- 11- to 14-year-olds who have been through tobacco prevention education in their schools are 64% less likely to smoke.

These results were derived from a longitudinal study where the same group of youth are surveyed periodically over time, and will continue to be followed into the future.

What is Counter Marketing?

Counter Marketing is OTPF's effort to combat the effects of marketing by the tobacco industry, an industry that currently spends more than \$2 million a day targeting Ohioans. **stand** is a multidimensional initiative that relies on bold, edgy communications to reach out to Ohio's youth and young adults, ages 12-24, to first raise awareness about the dangers of tobacco, and then to empower youth to take their own **stand** against tobacco.

stand, OTPF’s “by kids, for kids” counter marketing campaign, is helping to change the cultural acceptance of tobacco use in Ohio from acceptance to abhorrence. In FY06 (July 2005 - June 2006), **stand** continued to empower Ohioans to speak out against tobacco. The movement reached and engaged new youth, participated in many activism acts, and also launched its DEBUNKIFY campaign, which aims to dispel myths about the prevalence of tobacco use and its effects. As testament to the group’s hard work and successes, **stand** was awarded top honors for the Group Advocates of the Year during the Campaign for Tobacco Free Kids’ Youth Advocate of the Year Awards in May 2006.



2006 stand Successes

70 **stand** Teams statewide

800 youth that actively plan events

2,000 active youth

30+ **stand** sponsored events throughout the year (not including Team events)

67 total WebBOSSes from 55 Teams

65 Teen Advisory Panel members trained

28 College-Age Mentors trained

105 total Advisors, including 54 grantees

48,932 pieces of gear distributed by **stand** Teams through various initiatives and events

97% of Ohio youth reached an average of nearly 4.3 times per month

738,600 youth reached through public relations, grassroots, Web initiatives, and events

335,990 youth activism acts

276,431 **standonline.org** user sessions (23,625 per month average) including 9,959 new user registrations

stand initiatives and successes.

stand is much more than an advertising campaign. It is a grassroots youth movement that spreads anti-tobacco messages statewide through broadcast and print advertising, public relations, an interactive Web site, and community-based activities.

GRASSROOTS EFFORTS:

One way **stand** achieves its mission is through grassroots activities, which move **stand** members to activism to help spread the word about tobacco across the state. Grassroots efforts are based on **stand** Teams, groups of organized youth who meet on a regular basis to plan activism activities. Each **stand** Team has an adult advisor, but local **stand** Teams are led by Teen Advisory Panel (TAP) members, and all **stand** activities are originated and implemented by youth.

In FY06, the movement had 70 **stand** Teams statewide with 2,000 active youth. During the year, 65 new TAP members and 28 college-age mentors were trained.

EVENTS AND INITIATIVES:

During FY06, **stand** focused primarily on gaining additional statewide support for clean indoor air and building the framework for a sustainable movement. Initiatives such as the 53k campaign, PROJECT SUSO, and DEBUNKIFY heightened **stand** Team involvement and increased public awareness of OTPF's programming efforts. Not including individual Team events, **stand** sponsored more than 30 events/initiatives in FY06.

Notably, **stand** kicked off its new social norming campaign, DEBUNKIFY, to help dispel myths and misconceptions surrounding tobacco use and secondhand smoke. The campaign includes new television, outdoor, and online ads and a 10-month, statewide mobile marketing tour. To create a buzz for the new campaign, **stand** Teams conducted on-the-ground activities to canvass the state with DEBUNKIFY messages, including distributing more than 800 DEBUNKIFY (orange guy) silhouettes and 20,000 orange stickers. As a result, the debunkify.com teaser site received more than 18,000 visits, Web chatter about DEBUNKIFY took place on more than 20 blogs and message boards, and the campaign garnered 200,000 total gross media impressions.

LEGISLATIVE OUTREACH:

In FY06, **stand** Teams and supporters participated in a number of activities to reach out to and engage state representatives and senators. **stand** Teams were encouraged to include legislators in their Team news, invite them to Team events, and start holding face-to-face meetings.

On February 9, 2006, OTPF held a press conference in the Statehouse Atrium in Columbus to announce new findings from two independent studies by RTI International that show that youth who are both aware of **stand** and have been exposed to in-school tobacco prevention education are less likely to smoke. **stand** Advisors and youth attended the conference along with more than 30 OTPF grantees.

Also in FY06, the Perry County **stand** Team, winners of PROJECT SUSO, traveled to Columbus to meet with their representative and be formally recognized by the Speaker of the House, Representative Husted. Other **stand** youth met with representatives and senators on Capitol Hill to push for support of the Food and Drug Administration's regulation of tobacco.



PR AND ADVERTISING:

Public relations and advertising are important parts of the **stand** campaign, which secure media impressions for the movement and provide advertising messages that reach out to both youth and adults. In FY06, 329 media placements were secured on behalf of OTPF and **stand**, including 36 new media sources, resulting in more than 47,000,000 total media impressions.

The main focus for advertising throughout the first half of FY06 was to educate Ohioans about the advantages of clean indoor air. All advertising efforts aimed to motivate both Ohio youth and adults to take a **stand** against secondhand smoke and get involved in clean indoor air initiatives.

In the second half of FY06, the social norming DEBUNKIFY campaign was kicked off, and was released in three phases. The campaign includes TV, outdoor, and online elements, and the ads help dispel the misperception that "everyone" smokes and that nonsmoking sections are safe.



ONLINE INITIATIVES:

Online efforts were unique in FY06, using a variety of Web initiatives instead of focusing solely on the **standonline.org** site. The focuses for the year were:

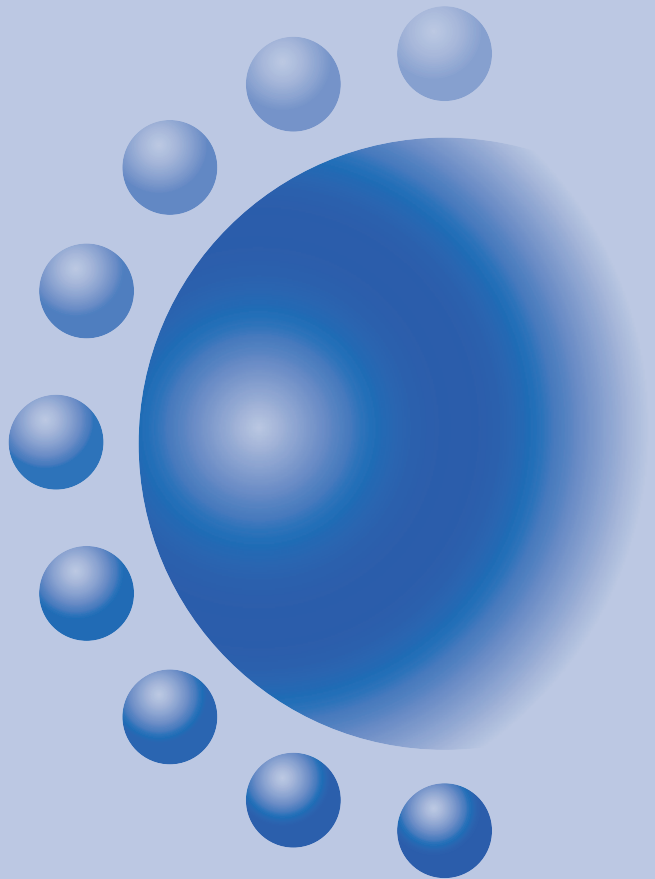
- Sustaining **stand** Team/PR/GR initiatives throughout **standonline.org** and **standmail**. The site experienced more than 500 **stand** Team page updates, and 603,213 total monthly **standmail** newsletters were distributed.
- Supporting PROJECT SUSO (**stand** Up Speak Out) through the development of PROJECTSUSO.com. The site logged 14,580 total user sessions. The campaign's first blog was developed and rolled out to deliver key initiative updates throughout the program.
- Developing and designing a teaser Web presence to support the DEBUNKIFY campaign. **debunkify.com** experienced 22,013 user sessions.

QUALITATIVE RESEARCH:

Qualitative research during FY06 helped OTPF dig deep into the "at-risk" youth segment, the group more likely to initiate tobacco use. The research helped clarify the definition of at-risk youth and gave insight into the mindset of at-risk youth, triggers for risky behavior, and the role that tobacco plays in these youths' lives. The research also helped identify which messaging strategies resonate with at-risk youth and are most likely to affect attitude and behavior change. Learnings were incorporated into campaign development efforts, enhancing the effectiveness of the DEBUNKIFY campaign launch components. A pilot program to reach at-risk youth, based on this research, will debut in 2007.

SECTION 5

Cessation Services
Successes



OTPF's cessation services are helping more Ohioans quit tobacco every year.

What are Cessation Services?

Cessation Services are any OTPF programs and initiatives designed to help Ohioans quit smoking or using smokeless tobacco products. Because of the addictive nature of tobacco, our cessation services play a large role in helping OTPF reduce the lives and money lost to tobacco use every year.

Cessation services are increasing in dimension in Ohio as OTPF designs new programs and initiatives to help Ohioans quit smoking or using smokeless tobacco products. Because of the addictive nature of tobacco, cessation services play a large role in reducing the lives and money lost to tobacco every year.

In addition to community grant programs that help people stop using tobacco, OTPF funds programs including the Ohio Tobacco Quit Line (1-800-QUIT-NOW), a toll-free line that Ohioans can call for free help quitting tobacco use. In July 2005, OTPF added nicotine replacement therapy (NRT) to its Quit Line, offering to provide eligible, qualified Quit Line callers with complimentary nicotine replacement patches. Beginning in January 2007, OTPF will also be funding up to five Ohio Tobacco Cessation Centers around the state that will help normalize the identification and treatment of tobacco users in Ohio's healthcare systems.

Through these efforts, OTPF has been instrumental in helping many Ohioans successfully quit a deadly habit. As of July 2006, the Quit Line has reached over 82,000 Ohioans seeking assistance. Callers who have enrolled in the NRT program have a six-month tobacco-free quit rate of an impressive 42.8%, while callers who choose the counseling program without NRT have a six-month tobacco-free quit rate of 26.8%—both incredibly strong numbers for telephone counseling. Compared with the 3-5% likelihood of quitting “cold turkey,” the Quit Line offers Ohioans a much greater opportunity to finally quit for good.

Today, more than 20 of the Foundation's grantees and sub-grantees are working with health groups or employers in their areas to provide cessation services to Ohioans throughout the state.

The Ohio Tobacco Quit Line

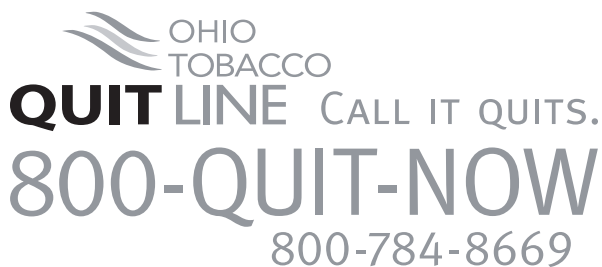
According to the U.S. Centers for Disease Control and Prevention, several studies have shown that proactive telephone counseling is an effective intervention for smoking cessation.

OTPF launched the Ohio Tobacco Quit Line (1-800-QUIT-NOW) statewide in FY05 to offer all Ohioans free telephone counseling services to help them quit using tobacco, and the Quit Line has now completed its second year. Cessation services are provided in two languages and include a TTY line for the deaf and hard of hearing (TTY: 888-229-2182). 1-800-QUIT-NOW is a national number created by the National Cancer Institute and allows anybody in the country to call the number and have the call answered by the Quit Line from the caller's state. Since its inception two years ago, 41.8% of the calls to that number from throughout the United States have come from the State of Ohio.

With the help of National Jewish Medical and Research Center, the top respiratory hospital in the U.S., the Ohio Tobacco Quit Line offers callers an intense counseling program provided

over the telephone by highly trained counselors and registered nurses. Callers may also choose a comprehensive, self-help tobacco cessation guide to support individual cessation efforts.

In FY06, the Foundation reached out to thousands of healthcare providers and tobacco users to engage them in the cessation process. The Foundation launched an interactive, updated, informational Web site, www.OhioQuits.com. OTPF also began an innovative "Fax Five" referral campaign in which healthcare professionals are encouraged to send at least five qualified referrals to the Ohio Tobacco Quit Line through the use of a fax form. In addition, the Foundation's new Outreach Program trained over 200 individuals facilitating more than 40 hospitals to incorporate an Ohio Tobacco Quit Line fax referral system into their protocols. The Quit Line received endorsements from the Ohio State Medical Association, the Ohio Nurses Association, and the Ohio Hospital Association.



Nicotine Replacement Therapy

In a groundbreaking partnership with leading healthcare insurance plans, large employers, and pension funds in Ohio, the Quit Line continues to offer free nicotine replacement therapy (NRT) for qualified Quit Line callers.

When Ohioans enroll in the Quit Line program, callers who are insured through one of the participating insurance carriers, who are an employee or dependent of a participating employer, or who are a retiree of a participating pension plan can receive up to two four-week supplies of nicotine patches, one of the most effective tobacco cessation treatment options for addicted tobacco users, totally free. Patches are shipped directly to the caller's home.

Through negotiated price discounts with the patch manufacturer, the Ohio Tobacco Quit Line and its partners can provide tobacco users with the patch at no cost (typically about a \$200 retail value). The cost is shared by OTPF and the participating insurance plan, employer, or pension plan.

After adding this service in July 2005, the Quit Line immediately experienced a dramatic increase in the number of callers and continues to serve a higher number of callers to date. At the end of FY06, four Ohio healthcare insurance companies, two pension plans, and more than 30 employers were participating in the program. To date, requests for participation in our NRT program occur almost daily.

As this report went to press, OTPF had added another component to its NRT program to serve Ohioans without health insurance. Any uninsured Ohioan who calls and enrolls in the Ohio Tobacco Quit Line's free telephone counseling program will be eligible to receive a four-week supply of patches for \$25.00—a quarter of the normal retail price. If, after four weeks, the caller is still enrolled in the counseling program and it is determined that another four weeks of patches is necessary, a second supply can be purchased at the same reduced rate. The patches can be sent to the caller's home or a coupon can be sent that can be taken to a local CVS or Rite Aid pharmacy.

Ohio Tobacco Quit Line NRT Partners

Ohio Health Insurance Plans:

Medical Mutual of Ohio

Paramount Health Insurance

SummaCare

CareSource

More than 30 Ohio employers, including:

Goodyear Tire & Rubber Co.

L'Oreal

Smith Dairy

Public Employees Retirement System (PERS)

Cleveland Clinic Health System

Mentor Public Schools

Quit Line callers who participate in the NRT program are also 60% more likely to quit tobacco than callers who use the Quit Line services without the help of patches. Because callers must remain in the counseling sessions to receive shipment of NRT patches, the counseling retention rate for callers participating in the NRT program is about double the retention of callers who do not receive NRT.

NRT Program Six-Month Quit Rates*

The results show that Quit Line telephone-based cessation counseling combined with NRT helps more tobacco users successfully quit.

For all Quit Line callers: 36%

For callers using telephone counseling with no NRT: 27%

For callers using counseling and NRT: 43%

*Based on 17,568 Quit Line enrollees between July 13, 2005, and April 30, 2006. Measured independently by Pegus Research, Inc.

Cessation Centers

In 2006, OTPF released an RFP that will provide \$1.8 million annually in grants to Ohio's major health systems to help establish up to five hospital-based cessation centers beginning in January 2007. The new Ohio Tobacco Cessation Centers will be based in health systems around the state and will provide free group and individual counseling services for patients and community members interested in quitting tobacco.

The primary goal of the Cessation Centers is to normalize the identification and treatment of tobacco users by the providers and clinicians in Ohio's healthcare systems. To achieve this goal, the aims of the Centers will include:

- Engaging Ohio healthcare providers and professionals to provide evidence-based treatment for tobacco dependence.
- Engaging employers and private health plans to cover counseling and pharmacotherapies for tobacco treatment.
- Ensuring infrastructures for access of treatment point, triage, and follow-up to a variety of quality tobacco treatment services.
- Ensuring quality tobacco treatment specialists are at the Centers.

Additional Ohio Cessation Resources

Smokefree Families

<http://www.smokefreefamilies.org>

American Lung Association

<http://www.lungusa.org/> (click on Freedom From Smoking)

How to quit smoking...& quit for keeps (by the National Institutes of Health)

<http://www.quit-smoking.com/clearingair.htm>

American Cancer Society (local services search function)

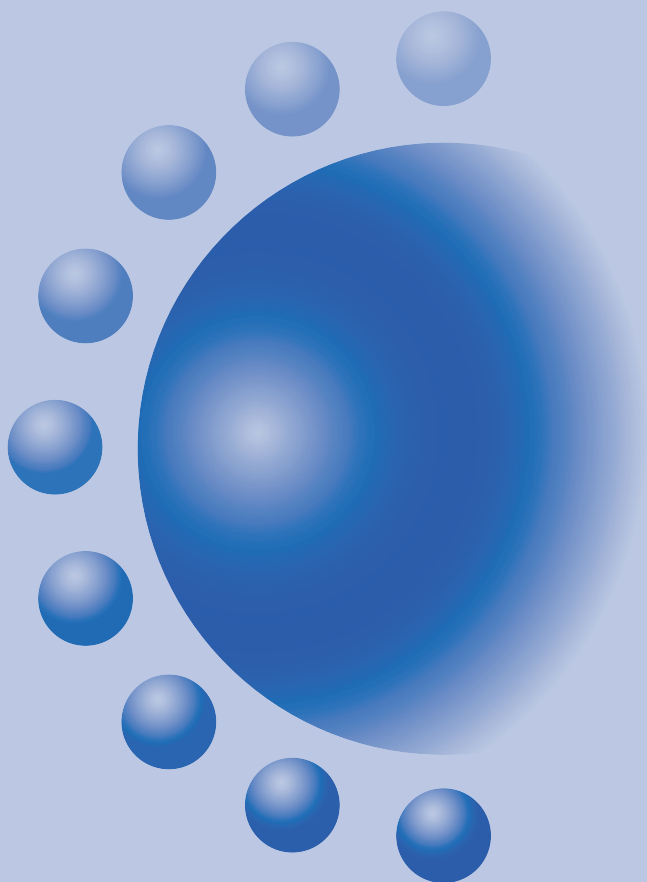
http://www.cancer.org/asp/search/crd/crd_global.asp?sort=name

QuitNet (online services in conjunction with Boston University School of Public Health)

<http://www.quitnet.com>

SECTION 6

Foundation Facts



How OTPF was formed.

In 1998, along with 45 other states, Ohio negotiated a Master Settlement Agreement (MSA) designed to correct past and future injuries caused by tobacco, giving our state the chance to start reversing the devastation caused by this deadly product. In February 2000, the Ohio General Assembly passed comprehensive legislation allocating the money Ohio receives as stated in the MSA. And in March 2000, Governor Bob Taft signed Senate Bill 192, which created the Ohio Tobacco Use Prevention and Control Foundation, now referred to as the Ohio Tobacco Prevention Foundation.

OTPF was designed to receive payments from the MSA for the first six years with a final payment in 2012. The funds received would create an endowment that could support a tobacco control program into perpetuity based on investment income alone with no need to ask for tax dollars. Due to shortages in the state budget, approximately \$568 million intended by S.B. 192 for the Foundation's endowment was appropriated to other state programs.

Board of Trustees

OTPF is governed by a 19-member Board of Trustees and four non-voting Ohio legislators. The Board’s responsibility is to distribute grant monies to public and private organizations and implement direct statewide interventions such as counter marketing to reduce tobacco use among all Ohioans. The Board is also charged with providing critical oversight to all of our programs to help ensure the objective of tobacco use reduction is met.

OTPF Board Members

David Rummel, D.D.S. – Chairman
Ohio Dental Association

Stephen S. Francis – Vice Chairman
American Heart Association

R. L. Richards – Secretary
American Lung Association

Herman I. Abromowitz, M.D.
Ohio State Medical Association

J. Nick Baird, M.D.
Ohio Department of Health

Bart G. Anderson, Ph.D.
Educational Service Center of
Franklin County

Cheryl Boyce
Ohio Commission on Minority Health

Marie Collart, Ph.D.
The Breathing Association

Rob Crane, M.D.
Preventing Tobacco Addiction Foundation

Senator Eric Fingerhut
Ohio Senate, District 25

Senator David Goodman
Ohio Senate, District 3

Jeff Groezinger, CPA
Westin & Company, CPAs

Timothy I. Ingram
Hamilton County General Health District

Susan Jagers
American Cancer Society, Ohio Division

Patricia Larkins Hicks, Ph.D.
Outcomes Management Group, LLC

Alan D. Letson, M.D.
Ohio Ophthalmological Society

Larry A. McAllister

Representative Mike Mitchell
Ohio House of Representatives, District 26

Representative Jon Peterson
Ohio House of Representatives, District 2

Linda Pullins, RN, MS
Marion General Hospital

James F. Sandmann, MPH

Joseph A. Sopko, M.D.
St. Vincent Charity Hospital

Rebecca Zuccarelli
OhioHealth

OTPF Grantees

NORTHWEST OHIO

Paulding County Hospital

Paulding-Mercer County

Tobacco Coalition

Amount of Grant: \$200,000

Communities Served: Paulding and Mercer counties

419.399.1133

Hospital Council of Northwest Ohio

Northwest Ohio Tobacco Control

Strategic Alliance

Amount of Grant: \$835,000

Communities Served: Allen, Auglaize, Defiance, Erie, Fulton, Hancock, Henry, Huron, Lucas, Ottawa, Paulding, Putnam, Sandusky, Seneca, Williams, Wood, and Wyandot counties

419.842.0800

UMADAOP of Lucas County

Tobacco-Free African-American Project

Amount of Grant: \$175,000

Communities Served: Lucas County

419.255.4444

Alpha Community Services

African-American Tobacco Use

Prevention Alliance

Amount of Grant: \$150,000

Communities Served: Erie, Huron, Ottawa, and Sandusky counties

419.626.1450

Adelante, Inc.

Si Puedo! (I Can!)

Grant Amount: \$100,000

Communities Served: Lucas County

419.244.8440

Rural Opportunities, Inc.

Farmworker Prevention and Reduction

Amount of Grant: \$150,000

Communities Served: Lucas County

419.354.3548

Bucyrus Community Hospital

Crawford County Coalition for Tobacco

Use Prevention and Control

Amount of Grant: \$250,000

Communities Served: Crawford County
419.562.4677

Private Duty Services, Inc.

The ANDY Program

Amount of Grant: \$160,000

Communities Served: Van Wert County
419.238.9223

Community Action for Capable Youth

CACY: Tobacco Use Prevention, Education & Cessation Programs

Amount of Grant: \$183,600

Communities Served: Richland County
419.774.5683

Women & Family Services, Inc.

Northwest Ohio Against Tobacco Use

Amount of Grant: \$220,000

Communities Served: Defiance, Fulton, Henry, Paulding, Putnam, and Williams counties

419.782.4906

NORTHWEST & NORTHEAST OHIO

American Lung Association of Ohio

Comprehensive Tobacco Outreach-North Central

Amount of Grant: \$274,114

Communities Served: Ashland and Hardin counties

419.663.5864

SOUTHEAST OHIO

Holzer Hospital Foundation

Advancing Tobacco Use Prevention in Gallia, Jackson, and Meigs Counties

Amount of Grant: \$200,000

Communities Served: Gallia, Jackson, and Meigs counties

740.446.6512

Zanesville-Muskingum County Health Department

Muskingum Valley Tobacco Control Project

Amount of Grant: \$262,221

Communities Served: Coshocton, Morgan, and Muskingum counties

740.454.9741

Athens City-County Health Department

Athens County Tobacco Community Action Plan

Amount of Grant: \$200,000

Communities Served: Athens County

740.592.4431

Rural Health Collaborative of Southern Ohio

Tobacco Coalition of Adams, Brown, and Highland Counties

Amount of Grant: \$190,000

Communities Served: Adams, Brown, and Highland counties

937.544.1531

Fairfield County Department of Health

Southeastern Ohio Regional Tobacco Consortium

Amount of Grant: \$300,000

Communities Served: Fairfield, Licking, Perry, Ross, and Vinton counties

740.653.4489

Tuscarawas County Health Department

Tuscarawas-Holmes Tobacco Health Coalition

Amount of Grant: \$290,000

Communities Served: Tuscarawas, Holmes, and portions of Harrison and Carroll counties

330.343.5555

Ohio University School of Nursing

Enough Snuff: A Smokeless Tobacco & Cessation Program in Rural Appalachia

Amount of Grant: \$100,000

Communities Served: Belmont County

740.699.2508

Your Human Resource Center

Amish Tobacco Outreach Program

Amount of Grant: \$100,000

Communities Served: Holmes County

330.264.9597

Community Action Program Comm. of Meigs & Gallia County

Adult and Youth Tobacco Prevention Program

Amount of Grant: \$175,000

Communities Served: Meigs and Gallia counties

740.367.7341

Selby General Hospital

Washington County Tobacco Control Program

Amount of Grant: \$185,000

Communities Served: Washington County

740.568.2226

Harrison County General Health District

Harrison-Jefferson-Belmont Tobacco Coalition

Amount of Grant: \$230,000
Communities Served: Belmont, Harrison, and Jefferson counties
740.942.2616

Highland County Community Action Organization, Inc.

Appalachian County's Cessation, Education, and Prevention of Tobacco Use

Amount of Grant: \$170,000
Communities Served: Highland County
937.393.3458

Health Recovery Services, Inc.

Appalachian Prevention and Cessation Program

Amount of Grant: \$180,000
Communities Served: Athens County
740.592.6720

Hocking County Health Department

Hocking County Community Grant

Amount of Grant: \$150,000
Communities Served: Hocking County

Cambridge-Guernsey County Health Department

Guernsey, Monroe & Noble Counties Tobacco Project

Amount of Grant: \$185,000
Communities Served: Guernsey, Monroe, and Noble counties
740.439.3577

Appalachian Family and Children First Council

Appalachian Tobacco Prevention Initiative

Amount of Grant: \$250,000
Communities Served: Lawrence County
740.534.9870

SOUTHWEST OHIO

Miami Valley Health Improvement Council

Healthy Youth Coalition

Amount of Grant: \$750,000
Communities Served: Champaign, Clark, Darke, Greene, Logan, Miami, Montgomery, Preble, and Shelby counties
937.754.9520

Upper Valley Medical Center

Healthy Horizons Community Expansion Project

Amount of Grant: \$300,000
Communities Served: Miami, Shelby, and portions of Clark County
937.440.7634

Clark County Combined Health District

Champaign/Clark/Madison Tobacco Coalition Building

Amount of Grant: \$222,500
Communities Served: Champaign, Clark, and Madison counties
937.390.5600

Every Child Succeeds

Assessing Smoke-Free Homes

Amount of Grant: \$334,197
Communities Served: Hamilton, Brown, Butler, and Clermont counties
513.636.0062

Greene County Combined Health District

Tobacco-Free Healthy Communities

Amount of Grant: \$170,689
Communities Served: Clinton, Fayette, Greene, and Warren counties; City of Hamilton, City of Middletown
937.374.5662

Health Improvement Collaborative of Greater Cincinnati

Lower Price Hill Maternal

Smoking Intervention

Amount of Grant: \$100,000

Communities Served: Hamilton County

513.531.0267

Family Services Association

Tobacco Prevention and Cessation for the Deaf and Hard of Hearing

Amount of Grant: \$100,000

Communities Served: Greene County

937.376.8765

Sankofa Corp.

Tobacco Prevention and Control Program

Amount of Grant: \$170,000

Communities Served: Montgomery County

937.222.9395

Alcoholism Council of Butler County

Butler Tobacco-Free Coalition

Amount of Grant: \$175,000

Communities Served: Butler County

513.868.2100

Pike County General Health District

Preventing and Controlling Tobacco Use in Pike County

Amount of Grant: \$100,000

Communities Served: Pike County

740.947.7721

Hamilton County General Health District

SmokeLess Hamilton

Amount of Grant: \$385,000

Communities Served: Hamilton County

513.946.7812

Kettering Medical Center Foundation

Healthy Habits

Amount of Grant: \$300,000

Communities Served: Butler, Clinton, Darke, Greene, Montgomery, Preble, and Warren counties

937.754.9520

CENTRAL OHIO

The Breathing Association

Quit for Good Tobacco

Cessation Coalition

Amount of Grant: \$650,000

Communities Served: Franklin County

614.457.4570

Pathways of Licking County

Life Skills Training Project

Amount of Grant: \$82,803

Communities Served: Licking County

740.345.6166

Columbus Urban League

African-American Peer Leadership

Alliance Against Tobacco

Amount of Grant: \$150,000

Communities Served: Franklin County

614.257.6300

Project Linden, Inc.

Living Smart

Amount of Grant: \$100,000

Communities Served: Franklin County

614.221.7790

Ohio Hispanic Coalition

Tobacco Use Prevention and Reduction in the Latinos in Columbus, OH

Amount of Grant: \$100,000

Communities Served: Franklin County

614.840.9934

**First Church of God/City of Refuge
Point of Impact**

*Changing Environment & Attitudes for
Smoking Elimination*

Amount of Grant: \$150,000

Communities Served: Franklin County

614.338.8338

**Columbus State
Community College**

Somali Smokeout

Amount of Grant: \$148,129

Communities Served: Somali residents of
Franklin County

614.287.5882

**Asian-American
Community Services**

Asian Smoke-Free Initiative

Amount of Grant: \$100,000

Communities Served: Franklin County

614.220.4023

Union County Health Department

*Union County Comprehensive Tobacco
Prevention Plan*

Amount of Grant: \$97,000

Communities Served: Union County

937.642.2053

Delaware General Health District

Clean Air Delaware

Amount of Grant: \$174,600

Communities Served: Delaware County

740.203.2014

**Recovery & Prevention Resources
of Delaware and Morrow Counties**

Morrow County Prevent Tobacco Project

Amount of Grant: \$150,000

Communities Served: Morrow County

419.947.4055

Knox County Health Department

Knox Out Tobacco Project

Amount of Grant: \$176,000

Communities Served: Knox County

740.392.2200

**Community Counseling
Services, Inc.**

Teen Leaders Against Tobacco Use

Amount of Grant: \$65,000

Communities Served: Marion County

740.387.8531

**Pickaway County General
Health District**

Pickaway County Tobacco Coalition

Amount of Grant: \$200,000

Communities Served: Pickaway County

740.477.9667

MULTI-REGION

Asian Services in Action, Inc.

Asian-American Youth Against Tobacco

Amount of Grant: \$250,000

Communities Served: Cuyahoga,
Franklin, Hamilton, Montgomery, and
Summit counties

330.535.3263

Amethyst, Inc.

*Ohio Women's Coalition Smoking
Cessation and Prevention Initiative*

Amount of Grant: \$200,000

Communities Served: 41 Counties

614.242.1284

American Lung Association of Ohio

Youth Tobacco Prevention Program

Amount of Grant: \$150,000

Communities Served: Large urban school
districts around the state

216.524.5864

NORTHEAST OHIO

Barberton Health District

*Summit County Tobacco Prevention
Coalition Project*

Amount of Grant: \$475,000

Communities Served: Summit County

330.861.7173

Lake Geauga Center on Alcoholism and Drug Abuse, Inc.

Lake Geauga Tobacco Grant

Amount of Grant: \$201,531

Communities Served: Geauga and

Lake counties

440.942.6722

Lorain City Health Department

Lorain County Community Initiative for Tobacco Use Prevention and Control

Amount of Grant: \$180,000

Communities Served: Lorain County

440.204.2300

Mahoning County District Board of Health

MCAT Tobacco Prevention and Elimination

Amount of Grant: \$225,000

Communities Served: Ashtabula,

Columbiana, Mahoning, and

Trumbull counties

330.270.2855

Family and Community Services

Amount of Grant: \$185,000

Communities Served: Wayne County

330.677.4124

Robinson Memorial Hospital

Portage County Tobacco

Prevention Coalition

Amount of Grant: \$275,000

Communities Served: Portage County

330.297.2414

Cuyahoga County District Board of Health

Cuyahoga County Comprehensive Partnership for Tobacco Reduction

Amount of Grant: \$850,000

Communities Served: Cuyahoga County

216.263.4600

Greater Cleveland Health Education & Service Council

Tobacco Free . . . Dreams Realized

Amount of Grant: \$175,000

Communities Served: Cuyahoga County

216.851.2171

American Indian Education Center

Cleveland Smoking Reduction Program for American Indians

Amount of Grant: \$175,000

Communities Served: Cuyahoga County

216.341.0000

Medina County Board of Commissioners

Medina County Tobacco Information & Prevention

Amount of Grant: \$205,000

Communities Served: Medina County

330.722.9263

Stark County Health Department

Stark County Tobacco Control Collaborative

Amount of Grant: \$240,000

Communities Served: Stark County

330.493.9904

Pilot Projects

Chronic Disease

Ohio Department of Health

Cardiovascular Health Pilot Project

Amount of Grant: \$250,000

Communities Served: Summit and

Lucas counties

614.644.6963

Ohio Commission on Minority Health

Minority Chronic Disease Pilot Project

Amount of Grant: \$250,000

Communities Served: Entire state

614.644.4000

Mental Health and Substance Abuse

Ohio Department of Mental Health & Ohio Department of Alcohol and Drug Addiction Services

Tobacco Dependency Project

Amount of Grant: \$500,000

Communities Served: Cuyahoga,
Delaware, Franklin, Hancock, Miami,
Montgomery, and Summit counties

614.644.8454

School-Based Tobacco Policy

American School Health Association

School-Based Tobacco Policy Project

Amount of Grant: \$499,555

Communities Served: Entire state

330.678.1601

OTPF Staff

Michael J. Renner

Executive Director

Icilda Dickerson, MSA

Assistant Director

Pamela Knox

Administrative Manager

Anita A. Jones

Administrative Secretary

Shannon Libby

Administrative Secretary

Marvin Gutter, Ph.D., C.P.A.

Director of Finance

Beth Schieber

Director of Communications

Amanda McCartney

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Program Project Manager

Joseph Mazzola

Program Project Manager/
Legislative Liaison

Tracey L. O'Dell, RN

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Michele M. Shough

Senior Program Manager

Reina M. Sims, MS

Program Project Manager

Joyce Swetlick, MPH

Program Project Manager

Melanie W. Tidwell, MPH

Program Project Manager

Financial Summary

FINANCIAL HIGHLIGHTS

During fiscal year 2006, OTPF's Board of Trustees voted to sustain funding for OTPF for a minimum of ten years and budget accordingly. OTPF remains committed to funding a comprehensive program.

Key financial highlights for fiscal year 2006 are as follows:

- The Foundation's net assets decreased by \$13,549,699 or 4.3%.
- During 2006, the Foundation's cash and investments (all at market value) decreased by \$12,945,370.
- During 2006, there was a net excess of expenditures over revenues of \$13,549,699.
- During 2006, investment income was \$20,491,803 or 114% of the \$18 million budgeted.
- During 2006, \$15,960,624 of cessation and prevention grants were disbursed to over 70 grantees as follows:

\$8,166,237	Community I Grants
\$2,617,852	High Risk Population Grants
\$3,919,494	Community II Grants
\$734,135	Clean Indoor Air Pilot Project Grants
\$84,000	Chronic Illness Pilot
\$160,652	School-Based Programs
\$248,254	Tobacco Public Policy Center
\$30,000	Training Center/Programs

- During 2006, the Foundation spent \$6,082,779 on a contract with the National Jewish Medical Center to operate a smoking quit line. Over 30,000 Ohioans called the Ohio Quit Line in FY 06.
- During 2006, the Foundation spent \$8,179,635 in its counter-marketing efforts. This is an aggressive statewide media and counter-marketing campaign which utilizes youth empowerment messages and images to combat the nearly \$500 million dollars in marketing that tobacco manufacturers spend each year in Ohio.
- During 2006, administrative costs of the Foundation were \$907,492 or 2.67% of operating expenses.
- During 2006, \$884,073 was spent with certified Ohio Minority Business Enterprise (MBE) companies.

The following is condensed financial information as of June 30, 2006:

	2006	2005	%Change
Assets & Liabilities			
Total Assets	\$305,492,231	\$318,346,081	(4.0%)
Total Liabilities	\$3,286,200	\$2,590,352	26.9%
Total Net Assets	\$302,206,031	\$315,755,730	(4.3%)
Revenues			
Tobacco Settlement	0	0	n/a
Investment Income	\$20,491,803	\$17,480,985	17.2%
Donations/Grants	\$1,000	\$208,500	(99.5)%
Total Revenues	\$20,492,803	\$17,689,485	15.8%
Operating Expenditures	\$34,042,502	\$36,238,805	(6.0)%
Change in Net Assets	\$(13,549,699)	\$(18,549,320)	27.0%
Ending Net Assets	\$302,206,031	\$315,755,730	(4.3)%

The reasons for Significant Changes from fiscal year 2005 are as follows:

- Investment income had a significant gain in 2006 which is directly attributable to the financial markets. The Foundation's assets are invested per ORC 183.08(A) which limits investments to those permitted for the public retirement systems under ORC 145.11.
- Tobacco settlement revenues in fiscal years 2006 and 2005 were zero. Fiscal year 2006 and 2005 tobacco settlement revenues that were originally designated for the Foundation were diverted to other state programs.
- The change in liabilities is an increase of \$695,847 and is primarily related to an increase in accounts payables due to the timing of receiving invoices from vendors and for the increase in obligations under lent securities for which there is an equal and offsetting asset account.
- Total operating expenditures in fiscal year 2006 were \$34,042,503 and, in fiscal year 2005, \$36,238,805. The Foundation was formed in fiscal year 2001 and the first staff person was hired in fiscal year 2002. Fiscal year 2003 was the first full year of operations with a budget of \$27,098,571. FY 2004 and FY 2005 continued a "ramping up" of the operations of the Foundation. In fiscal year 2006 the Foundation's board reduced its budget to \$47,269,810 whereas the fiscal year 2005 budget was \$53,305,790. Additionally and as a result of the continued diversion of payments of the tobacco settlement revenues from the legislature, the Foundation's Board of Trustees approved a budget for fiscal year 2007 of \$45.1 million dollars. This amount is less than the minimum amount of approximately \$62 million suggested for Ohio by the United States Centers for Disease Control (CDC).

For a copy of OTPF's audited financial statements, please go to the State of Ohio Auditor's web site at www.auditor.state.oh.us or contact OTPF.

(OTPF's assets are invested per ORC 183.08(A), which limits investments to the same as those permitted for the public retirement systems under ORC 145.11.)

Additional Resources and Reference Materials

For additional information on the latest tobacco control news and advocacy, statistics related to tobacco use, and cessation services, please visit the following Web sites:

American Cancer Society

<http://www.cancer.org>

American Legacy Foundation

<http://www.americanlegacy.org/>

American Lung Association

<http://www.lungusa.org>

American Lung Association of Ohio

<http://www.ohiolung.org/>

American Public Health Association

<http://www.apha.org/>

Americans for Nonsmokers' Rights

<http://www.no-smoke.org/>

Campaign for Tobacco-Free Kids

<http://www.tobaccofreekids.org/>

Centers for Disease Control and Prevention's Web site on Tobacco and Minorities

http://www.cdc.gov/tobacco/sgr/sgr_1998/index.htm

Centers for Disease Control and Prevention's TIPS

<http://www.cdc.gov/tobacco/index.htm>

National Cancer Institute

<http://www.smokefree.gov/>

North American Quit Line Consortium

<http://www.naquitline.org>

Ohio Department of Health/Tobacco Risk Reduction Program

http://www.odh.ohio.gov/odhPrograms/hpr/tob_risk/tob_risk1.aspx

Ohio Smoke-Free Dining Guide

http://www2.odh.ohio.gov/ODHPrograms/TOB_RISK/SF_Rest.htm

Ohio Tobacco Quit Line

<http://ohioquits.com/>

Professional Assisted Cessation Therapy

<http://www.endsmoking.org/>

Reducing Tobacco Use: A Report from the Surgeon General

http://www.cdc.gov/tobacco/sgr/sgr_2000/

Smoke Free Movies

<http://smokefreemovies.ucsf.edu>

standonline

<http://www.standonline.org/>

Tar Wars (American Academy of Family Physicians)

<http://www.tarwars.org/>

The TRUTH Campaign

<http://www.thetruth.com/>

Tobacco Control Archives

<http://www.library.ucsf.edu/tobacco/>

Tobacco Documents Online

<http://tobaccodocuments.org/>

Tobacco News and Information

<http://tobacco.org>

2004 Surgeon General's Report on Smoking

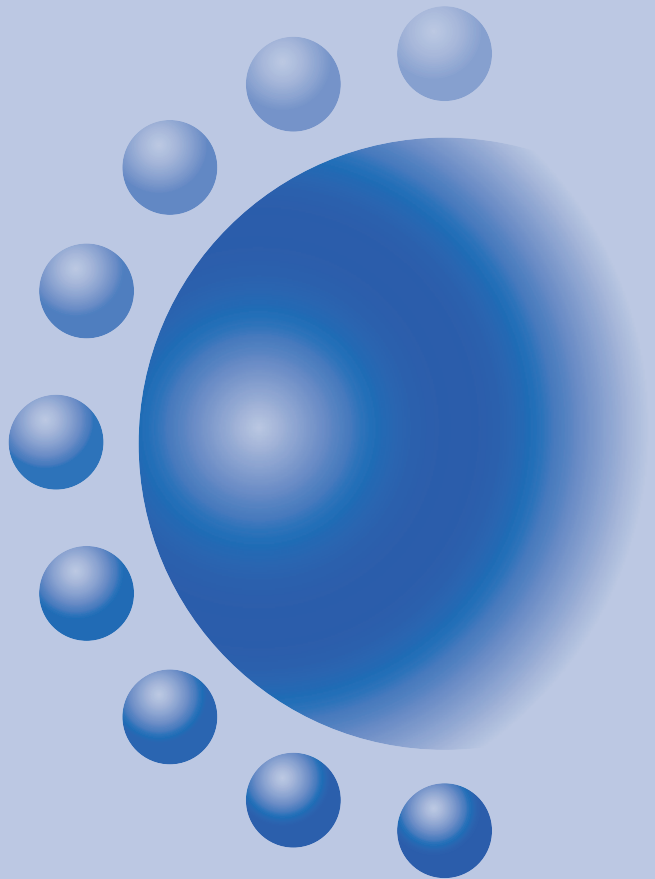
http://www.cdc.gov/tobacco/sgr/sgr_2004/sgranimation/flash/index.html

U.S. Department of Health and Human Services' Gateway to Health Statistics and Resources

<http://www.healthfinder.gov>

SECTION 7

Acronyms and Terms



Acronyms

ACS: American Cancer Society

AHA: American Heart Association

ALA: American Lung Association

ATS: Adult Tobacco Survey

BRFSS: Behavioral Risk Factor Surveillance System

CDC: U.S. Centers for Disease Control and Prevention

COPD: Chronic Obstructive Pulmonary Disease

ETS: Environmental Tobacco Smoke (also known as Secondhand Smoke)

FDA: U.S. Food and Drug Administration

FFS: Freedom From Smoking

HHS: U.S. Department of Health and Human Services

NIH: National Institutes of Health

N-O-T: Not On Tobacco

NRT: Nicotine Replacement Therapy

ODH: Ohio Department of Health

OTPF: Ohio Tobacco Prevention Foundation

Project TNT: Towards No Tobacco Use

RTI: Research Triangle Institute

STAMP: Stay Tobacco-Free Athlete Mentor Program

TAP: Teen Advisory Panel

TUPCF: Tobacco Use Prevention and Control Foundation

YTS: Youth Tobacco Survey

Terms

5As: A method to screen tobacco users by which health professionals address every patient using tobacco that they come in contact with to: 1) ASK about smoking, 2) ADVISE quitting, 3) ASSESS current willingness to quit, 4) ASSIST in the quit attempt, and 5) ARRANGE timely follow-up.

Behavior change: A declared objective of many health interventions. The behavior is usually health seeking behavior or the absence of it. Activities that help a person or a community to reflect upon their risk behaviors and change them to reduce their risk and vulnerability are known as interventions.

In tobacco cessation, the most relevant paradigm was created by Prochaska, DiClemente, and Norcross (1992) and is known as the transtheoretical model (TTM) of behavior change.

Bidis: Small, thin hand-rolled cigarettes imported into the United States primarily from India and other Southeast Asian countries. They consist of tobacco wrapped in a tendu or temburni leaf (plants native to Asia), and may be secured with a colorful string at one or both ends. Bidis can be flavored (e.g., chocolate, cherry, and mango) or unflavored. They have higher concentrations of nicotine, tar, and carbon monoxide than conventional cigarettes sold in the United States.

Cessation Centers: Beginning in 2007, OTPF will fund hospital-based Cessation Centers throughout the state to help normalize the identification and treatment of tobacco users by the providers and clinicians working in Ohio's healthcare systems.

Community grants: Grants given by OTPF to communities or organizations who come together under a coalition or partnership umbrella to develop and implement tobacco use prevention and control programs in local communities throughout the state of Ohio. These grants are intended to support efforts at the local level to implement comprehensive tobacco prevention and cessation programs, or build the capacity of local communities to implement such programs.

Comprehensive: As defined by the CDC in Best Practices for Comprehensive Tobacco Control Programs, “the goal of a comprehensive tobacco control program is to reduce disease, disability, and death related to tobacco use by: 1) preventing the initiation of tobacco use among young people, 2) promoting cessation among young people and adults, 3) eliminating nonsmokers’ exposure to environmental tobacco smoke (ETS), and 4) identifying and eliminating the disparities related to tobacco use and its effects among different population groups.

Counter marketing: Marketing and communications efforts aimed at countering the marketing efforts (including, but not limited to, advertising) of the tobacco industry and other pro-tobacco influences. Counter marketing can include efforts such as media advocacy, media relations, in-school curriculum programs, sponsorships, and promotions, as well as counter

advertising through paid media channels, such as TV, radio, billboards, the Internet, and print media.²

Disparity: Health disparities refer to gaps in the quality of health and healthcare across racial and ethnic groups. The Health Resources and Services Administration defines health disparities as “population-specific differences in the presence of disease, health outcomes, or access to healthcare.”

Friends of stand: Adult Ohioans willing to assist **stand** youth in their fight against tobacco by volunteering their time to help with events and activities.

High Risk Populations: Population groups that are at risk for tobacco use. These groups may include minorities and regional populations and others who may be disproportionately affected by tobacco use.

Kreteks: Sometimes referred to as clove cigarettes. Imported from Indonesia, kreteks typically contain a mixture consisting of tobacco, cloves, and other additives. As with bidis, standardized machine-smoking analyses indicate that kreteks deliver more nicotine, carbon monoxide, and tar than conventional cigarettes. There is no evidence to indicate that bidis or kreteks are safe alternatives to conventional cigarettes.

² Centers for Disease Control and Prevention. Designing and Implementing an Effective Tobacco Counter Marketing Campaign. Atlanta, Georgia: U.S. Department of Health and Human Services, Centers for Disease Control and Prevention, National Center for Chronic Disease Prevention and Health Promotion, Office on Smoking and Health, 2003.

Morbidity: Disease or disease rate.

Nicotine Replacement Therapy:

Nicotine replacement therapy (NRT) is the use of various forms of nicotine delivery methods intended to replace nicotine obtained from smoking or other tobacco usage. Several forms of NRT have been marketed, including the nicotine patch, inhaler, nasal spray, gum, and lozenge.

National Jewish Medical and

Research Center: National Jewish, located in Denver, Colorado, is a leading medical institute for the study and treatment of respiratory, allergic, and immunologic diseases. Through a contractual agreement, they provide the telephonic counseling services for OTPF's Ohio Tobacco Quit Line.

Ohio Tobacco Quit Line: The Ohio Tobacco Quit Line, 1-800-QUIT-NOW, is a toll-free telephone counseling service that connects people who want to quit using tobacco with trained counselors who can guide and support them through the quitting process. The free service provides individual counseling that includes a personal quit plan to guide callers through all phases of quitting, including preparation for their quit date all the way through the possible relapse phase, keeping them from using tobacco again.

Pilot Programs: New or innovative tobacco control programs implemented and evaluated on a small scale to enable the creation of the most effective and efficient programs on a statewide basis.

Program: A formal set of procedures for conducting an activity. As it relates to the Foundation, programs include community grants, OhioQuits, and counter marketing. For example, the Life Skills curriculum is an activity undertaken by our community grants program to prevent youth tobacco use.

Program Evaluation: The systematic collection of information about the activities, characteristics, and outcomes of programs to make judgments about the program, improve program effectiveness, and/or inform decisions about future program development.

Rate: A measurement of how frequently an event occurs in a certain population at one point in time or during a particular period of time.

Self-Guided Cessation Program:

A type of self-study program where an individual is guided through the cessation process through written materials

Smokeless tobacco: Products consisting of tobacco or tobacco blends that are administered orally and not inhaled/smoked, (e.g., snuff, chew, dip, and rub).

Special focus initiatives: OTPF-funded program initiatives that include cessation components targeted toward specific at-risk population groups, (e.g., chronic disease patients, college students, and young adults).

stand: A program of OTPF, the **stand** tobacco counter marketing campaign encourages Ohioans to take a “**stand** against tobacco” through uniquely branded advertising, interactive, and community-based activities to reach and empower the diverse populations across Ohio, with special attention on youth. For more information on **stand**, visit standonline.org.

Surveillance: The ongoing, systematic collection, analysis, and interpretation of data (e.g., regarding agent/hazard, risk factor, exposure, and health event) essential to the planning, implementation, and evaluation of public health practice, closely integrated with the timely dissemination of these data to those responsible for prevention and control.

Sustainability: According to a definition from the Public Health Institute used by the Tobacco Technical Assistance Consortium, it is “the continuation of community health or quality of life benefits over time.” A successful sustainability effort can lead to: 1) continued health and/or quality of life benefits for a community, 2) continuation of a program, 3) changes in a policy or system, and 4) an increase in community capacity.

Teen Advisory Panel (TAP): Ohio youth who lead local **stand** Teams and guide all counter marketing campaign elements to ensure that **stand** remains “by youth, for youth.” These youth consult on advertising, Web design, and grassroots activities and serve as the youth voice for media relations and speaking opportunities.

Telephonic Tobacco Cessation

Counseling Program: Provided by the Ohio Tobacco Quit Line (1-800-QUIT-NOW), this is a free service that provides individual counseling sessions via telephone to guide people through all the phases of quitting. Trained quit specialists schedule telephone counseling calls that are convenient for the caller.

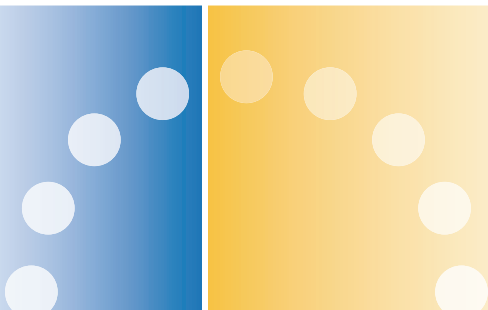
Youth Advisors: Dedicated adults who serve local **stand** Teams, enabling them to build a broader youth movement. Each team has at least one youth-friendly core community leader serving as Youth Advisor.

A Healthier State for All

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